

ORDER



Orders
Order / Rev: 716981
Alt Order #: 06340417
Product Desc: NEA FUND CHILD & PUB
Estimate: 1664
Flight Dates: 09/26/12 - 10/02/12
Original Date / Rev: 09/25/12 / 09/27/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Mundy Katowitz Media/ POL
Buying Contact:
Billing Contact:
 1322 G St SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: NEA Fund for Children and Public
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	23	\$37,900.00	\$32,215.00
10/01/12	10/02/12	20	\$36,000.00	\$30,600.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$37,900.00	\$32,215.00	0.00
October 2012	20	\$36,000.00	\$30,600.00	0.00
Totals	43	\$73,900.00	\$62,815.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/28/12	09/28/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$3,500.00		0.00			
E 2	WKYC	09/28/12	09/28/12	M-F 2-3p Rachel Ray	CM	2-3p	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$450.00		0.00			
E 3	WKYC	09/28/12	09/28/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$800.00		0.00			
E 4	WKYC	09/28/12	09/28/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,400.00		0.00			
E 5	WKYC	09/28/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WKYC	09/28/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$2,500.00		0.00						
E 6	WKYC	09/28/12	09/28/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$2,500.00		0.00						
E 7	WKYC	09/28/12	09/28/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$800.00		0.00						
E 8	WKYC	10/01/12	10/01/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$1,200.00		0.00						
E 9	WKYC	10/01/12	10/01/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$650.00		0.00						
E 10	WKYC	10/01/12	10/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$800.00		0.00						
E 11	WKYC	10/01/12	10/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$3,000.00		0.00						
E 12	WKYC	10/01/12	10/01/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$2,500.00		0.00						
E 13	WKYC	10/01/12	10/01/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$2,500.00		0.00						
E 14	WKYC	10/01/12	10/01/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$2,000.00		0.00						
E 15	WKYC	10/01/12	10/01/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$800.00		0.00						
E 16	WKYC	09/29/12	09/29/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$3,000.00	P-2	0.00	NM	3	\$9,500.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$3,000.00		0.00						

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	WKYC	09/27/12	09/27/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$3,000.00		0.00			
E 25	WKYC	09/27/12	09/27/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$2,500.00		0.00			
E 26	WKYC	09/27/12	09/27/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---T---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$800.00		0.00			
E 27	WKYC	10/02/12	10/02/12	Tonight Show Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$3,500.00		0.00			
E 28	WKYC	10/02/12	10/02/12	M-F 2-3p Rachel Ray	CM	2-3p	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$450.00		0.00			
E 29	WKYC	10/02/12	10/02/12	Early Today Early Today	CM	4a-430a	-T-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$100.00		0.00			
E 30	WKYC	10/02/12	10/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$800.00		0.00			
E 31	WKYC	10/02/12	10/02/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$1,000.00		0.00			
E 32	WKYC	10/02/12	10/02/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$1,400.00		0.00			
E 33	WKYC	10/02/12	10/02/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$3,000.00		0.00			
E 34	WKYC	10/02/12	10/02/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-T-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$2,000.00		0.00			
E 35	WKYC	10/02/12	10/02/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$800.00		0.00			
E 36	WKYC	09/26/12	09/26/12		CM	11-1135p	--W----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00

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WKYC

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				M-F 11-1135p											
				Channel 3 News at 11p M-F											
				CH 3 NWS AT 11<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$3,500.00		0.00						
E 37	WKYC	09/26/12	09/26/12	M-F 10-11a	CM	10a-11a	--W----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				M-F 10-11a											
				TODAY SHW3-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$800.00		0.00						
E 38	WKYC	09/26/12	09/26/12	M-F 4-5p	CM	4p-5p	--W----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				Ellen Degeneres											
				ELLEN<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$800.00		0.00						
E 39	WKYC	09/26/12	09/26/12	M-F 5-6p	CM	5p-6p	--W----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				Dr. Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$1,400.00		0.00						
E 40	WKYC	09/26/12	09/26/12	M-F 6-7a	CM	6a-7a	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				Channel 3 News Today @ 6AM											
				CH3 NEWS TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$2,500.00		0.00						
E 41	WKYC	09/26/12	09/26/12	M-F 7-9a Today	CM	7a-9a	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				Today Show											
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$2,500.00		0.00						
E 42	WKYC	09/26/12	09/26/12	M-F 730-8p	CM	730-8p	--W----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				Entertainment Tonight											
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$2,000.00		0.00						
E 43	WKYC	09/26/12	09/26/12	M-F 9-10a Today II	CM	9a-10a	--W----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				Today Show II											
				TODAY SHW2-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$800.00		0.00						
													Totals	43	\$73,900.00